

LOS ANGELES TIMES

Approved For Release 2004/09/28 : CIA-RDP88-01314R000300060005-2

2 JUN 1971

The Post Returns— as a Quarterly at \$1

PHILADELPHIA (AP)—

Tugboat Annie and Alexander Botts are back in print again in the new Saturday Evening Post.

The resurrected Post resumed publication this week as a quarterly magazine at \$1 per copy. It appeared on the newsstands today after being absent for almost two years.

Norman Reilly Raine, creator of Tugboat Annie, and William Hazlett Upson, creator of Alexander Botts, were not the only authors to come out of the Post's past.

The first issue of the new Post also has articles by such old Post standbys as Paul Gallico and Pete Martin.

Another old favorite, Norman Rockwell is back on the cover. Rockwell depicted himself and a model for the once-traditional delivery boy on the cover.

Although the format is much the same as it was in the old days, the new Post also aims to be topical.

Gov. Nelson A. Rockefeller of New York discusses "The Arts and Quality of Life," and Arthur C. Clarke asks "Whatever Happened to Flying Saucers." Some other authors who have articles in the new magazine are Earl Wilson, Art Buchwald and Thomas Wolfe.

Beurt SerVaas is editor and publisher of the new Post. He bought the rights from the Curtis Publishing Co.

The Post printed its last issue February 8, 1969, when it ceased publication because of financial difficulties.



FAMILIAR ARTIST—Norman Rockwell is back on cover as Saturday Evening Post returns to stands.

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